

CPSC / Industry Visit to Beijing / Shanghai

Week of 29-Aug-05

Toy Industry Speech Outline

Jim Walter

Product Safety and Compliance – It's Just Good Business

1. Our most valuable asset – our brands
 - a. A strong brand takes years to develop
 - b. A strong brand can be destroyed in a very short time
2. Our most valuable stakeholder – our consumers
 - a. Strong brands exist because consumers perceive value
 - b. Consumers assume products are safe
 - c. Consumers are more and more vocal concerning their issues and have more tools available to voice their concerns
 - d. Non-governmental organizations are vigilant in helping to protect consumer's safety
3. How we protect our brands
 - a. Ensure we are delivering value
 - b. Understands what consumers want and need
 - c. MOST IMPORTANT – assure that products are safe
4. The role of quality control, quality assurance, and product testing
 - a. Understand the regulations affecting your business
 - b. Quality control- instituted during production to ensure that each and every product complies with applicable safety requirements
 - c. Quality assurance – used to ensure purchased parts, raw materials, and finished goods are in compliance
 - d. Product testing
 - i. realistically the ONLY way to ensure that your products comply
 - ii. ensure that the laboratory you are working with understands the regulations affecting your business (certification)
 - iii. ensure that the laboratory you are working with has good laboratory systems in place (certification)
 - iv. you can utilize internal or external labs – the criteria are the same – understand the regulations and have good systems in place
5. Our role in working with our government
 - a. One way to ensure a thorough understanding of the regulations affecting your business is to work closely with the regulatory organization responsible for these regulations (in the US, this is the US CPSC)
 - i. Bring issues to their attention
 - ii. Work with them on regulatory development and implementation
 - b. Understand the regulatory process
 - c. Participate

Mattel, Inc.

Toy Industry Perspective

美泰公司 玩具业的观点



Jim Walter

SVP – WW Quality Assurance

高级副总裁 - 环球质量保证

29-Aug-05

Toy Industry Perspective

玩具业的观点

- Our most valuable asset – our brands
最有价值的资产 — 我们的品牌
 - takes years to develop
需要花费多年的时间来建立。
 - can be destroyed in a very short time
可在很短的时间内遭毁坏。

Toy Industry Perspective

玩具业的观点

- Our most valuable stakeholder – our consumers

最受影响的人— 我们的消费者

- Consumers assume products are safe
消费者期望产品是安全的。

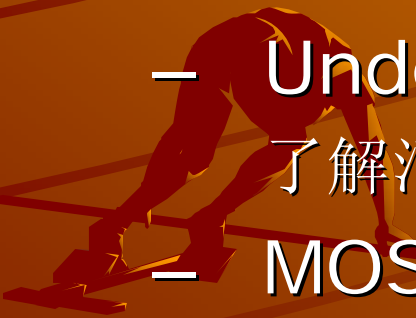
- Consumers are more vocal
消费者能更自由地表达意见。

- Non-governmental organizations are vigilant
非政府的组织具有极高的警觉性。

Toy Industry Perspective

玩具业的观点

- How we protect our brands
如何保护我们的品牌
 - Ensure we are delivering value
确保我们交付有价值的产品
 - Understands what consumers want
了解消费者的需求
 - MOST IMPORTANT – assure that
products are safe
最重要的是 - 保证产品是安全的



Toy Industry Perspective

玩具业的观点

- The role of quality control, quality assurance, and product testing
质量控制、质量保证和产品测试的角色
 - Understand the regulations
理解规章条例
 - during production
贯彻于生产过程
 - purchased parts, raw materials, and finished goods
购买的零件、原材料和成品
 - Product testing
产品的测试

Toy Industry Perspective

玩具业的观点

- Our role in working with our government
我们在和相关政府部门合作中的职责
 - ensure a thorough understanding of the regulations
确保对相关规章条例的透彻理解
 - Understand the regulatory process
了解制订规章条例的过程
 - Participate
参与相关工作